

Press release

Berlin . August 17, 2010



Fred Herzog . Pioneer of Color

Retrospective

C/O Berlin, International Forum For Visual Dialogues is pleased to present **Pioneer of Color**, a retrospective of the work of Canadian photographer **Fred Herzog**. The exhibition will run from **November 6, 2010, to January 9, 2011**. The **opening** will be at 7 p.m. on Friday, November 5, 2011, at the Postfuhramt, Oranienburger Straße 35/36 in Berlin-Mitte.

Life may be colorful, but black-and-white photography is more realistic—or so it was said. For many years, color photography was considered an inferior and not particularly valuable medium. Classic black-and-white photography was undisputed in the art world, but artistic color photography was supposedly banal and amateurish, a commercial medium for dilettantes. Color photographs from these early years seem strangely familiar and often confound the viewer's ideas of artistic value: it is impossible to say whether we saw them before in a family album or a museum. Are these really just snapshots, or are they the work of an artist? Are the intense colors the result of bad film quality or were they intentional?

In the early 1950s, Fred Herzog began to revolutionize established viewing habits and existing orthodoxies. As a pioneer of color photography, he developed a profound visual sensibility for the ostensibly inconsequential. His subject matter included Vancouver streets, supermarkets, gas stations, bars, urban and natural landscapes—and again and again, people in their environments, visualizing the highs and lows of the (North) American dream. He explored color photography as a medium with the potential for both great objectivity and great virtuosity, and provided a critical view of the banal, the ephemeral, and the seemingly meaningless. Above all through his use of color, he infused his works with a unique and compelling atmosphere, allowing them to appear, for the first time, authentic. Not only the color but also the subject matter pushed the boundaries of the prevailing understanding of art. While the seemingly banal motifs no longer seem so surprising today, the photographs presented in this exhibition still possess a unique fascination and an enduring freshness.

Fred Herzog (b. 1930 in Bad Friedrichshall) worked as a seaman after the Second World War. He emigrated to Canada in 1952, and lived in Toronto and Montreal before settling down in Vancouver in 1953. Having taken photos since his childhood, he became a professional photographer in Canada. In 1957, he began working as a medical photographer for St. Paul's Hospital. Four years later, he became head of the photographic and film department in the area of biomedical communication at British Columbia University, a position he held for 29 years. He also taught photography in the art departments of Simon Fraser University and British Columbia University. He worked mainly with standard formats and slide film, usually Kodachrome, which limited his possibilities to exhibit. His work has been published in numerous books and exhibited in museums and galleries.

C/O Berlin presents the first German exhibition of 80 photographs by Fred Herzog. A catalog accompanying the exhibition is published by Hatje Cantz.



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Retrospective

Exhibition

November 6, 2010 to January 9, 2011

Opening

November 5, 2010

Fred Herzog will be present.

Opening hours

daily . 11 am to 8 pm

Admission

10 Euro . reduced 5 Euro

Organizer

C/O Berlin . International Forum For Visual Dialogues

Location

C/O Berlin . Postfuhramt

Oranienburger Straße 35/36 . 10117 Berlin

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